

# Planting Seeds OF WELLNESS

Community  
Faith  
Prevention  
Education  
Family



## PREVENTION & WELLNESS PERFORMANCE AREA

**CHRONIC DISEASE FOCUS: HEART PREVENTION**

**2013 Annual Report & Project Summary**



Project Start Date: FY July 2012 Project End Date: FY June 2013 Project  
Manager: Cheryl S Emanuel, [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)  
Mecklenburg County Health Department  
P 704 432 0216 • [www.meckhealth.org](http://www.meckhealth.org)

## Executive Summary

The purpose of this 2013 chronic heart disease prevention and wellness initiative is to help prevent and improve heart disease risk factors using a collaborative teamed approach that engages faith-based organizations. Efforts target African American and Hispanic communities given the disproportionately higher burden of heart disease and associated behavioral and environmental risk factors in these populations in Mecklenburg County. The 2013 Balance Score Card Performance Targets set to address this initiative were:

1. Increase the number of African American and Hispanic faith-based partnering organizations that establish health and wellness centers in targeted zip codes (target: n=5);
2. Achieve a customer service satisfaction rating of at least 89%;
3. Conduct outreach activities that reach a target number of at least 2,902 individuals/participants.

The Village Heart B.E.A.T. (VHB) pilot demonstration project is a campaign that was developed to address community needs and meet the initiative's performance objectives. VHB's purpose is to promote better heart health awareness and management through a coordinated health care service model to reduce obesity, lower blood pressures, abnormal lipid levels, improve nutritional options and increase physical activity among African American and Hispanic adults, ages 18-over. This pilot demonstration was a 14-week competition among seven participating faith-based organizations accepting the challenge to lower their heart disease risk factors. They competed as six distinct teams, with activities including media recruitment campaigns, pre- and post-assessments, screenings, counseling, education, and individual and group activities. VHB, which uses a patient centered medical home model, builds off of prior collaborative activities between these communities and the Mecklenburg County Health Department, including the community health ambassador lay-advisor program.

Results indicated that all performance targets were exceeded, where:

1. Seven (7) African American/Hispanic faith-based partnering organizations established health and wellness centers;
2. Customer service satisfaction rating reached 93% (as of June 7, 2013);
3. Outreach activities reach over 10,000 people.

Specifically, from July 2012 through June 2013, a total of 122 different outreach activities were conducted with a collaborative group of partners. Weight loss across the six distinct faith-based organization teams participating in the VHB demonstration pilot ranged from 10 pounds to 61 pounds (median weight loss: 27 pounds). Teams also demonstrated improved blood pressures and lipid cholesterol profiles.

Over 98% agreed or strongly agreed that the quality of the information, the service, and treatment and courtesy received were excellent or exceeded expectations as a result of the VHB pilot demonstration. The same was true for clarity of communication.

In conclusion, work supporting this initiative has made progress in increasing awareness, improving health behaviors, improving health outcomes, and increasing environmental change through the development of health and wellness centers. Continued efforts may help to improve and prevent heart disease and its associated risk factors in broader areas of the targeted communities.



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## Customer Feedback & Comments

### *Planting seeds of wellness*

*By Sondra E Z Hines – April 24, 2013*

I love fitness.

However, there aren't many events in which I'll participate in the pouring rain, even in the name of health and wellness.

"Fitness on The Greenway: Planting Seeds of Wellness" is one such event. The first time I participated in this annual walk was during a rainstorm, but it didn't dampen my spirit or the spirits of those around me.

Since then, I've become hooked.

The walk, formerly named "Faithful to the Call: Planting Seeds of Wellness," is the brainchild of Cheryl Emanuel, a community health advocate employed with Mecklenburg County Health Department. Emanuel has worked tirelessly to make access to affordable health care an option, particularly for African American and Latino residents.

I recently spoke with Emanuel about the upcoming walk and why it is needed in the minority community. Here is a Q&A based on that conversation:

#### **Qcitymetro: The walk is now four years old. Are you still targeting the same demographic group?**

Emanuel: Fitness on the Greenway; Planting Seeds of Wellness, is an event especially targeted to African-American and Hispanic/Latino communities. However, anyone can participate and is encouraged to attend.

#### **Q: How are you able to assemble so many sponsors?**

Emanuel: Sponsors were assembled through the power of collaboration, including: Mecklenburg County Health Department, Mecklenburg County Parks & Rec., Delta Sigma Theta Sorority, Inc. (Charlotte Alumnae Chapter) Presbyterian Hospital (Pastoral Education Congregation Health Promoters), Bethesda Health Center, Camino del Rey Ministries, First Mount Zion Baptist Church, Grier Heights Presbyterian Church, Greater Salem Church, New Zion Missionary Baptist Church, Faith CME, New Zion Presbyterian Church, 15th Street Church of God, American Heart Association, Seversville Neighborhood Association, Wesley Heights Historic Neighborhood.

The walk is also part of Village Heart B.E.A.T. (Building Education and Accountability Together), designed to promote better heart health awareness, enhance community resources in a coordinated health care service model and address obesity and heart disease awareness among African Americans and Hispanic populations.

#### **Q: Why is this walk important?**

Emanuel: Every second, every minute counts. Our health must become our priority. Many African Americans and Hispanic/Latinos still fail to make the connection between risk factors and developing chronic diseases (heart disease and diabetes, etc.). Therefore, in 2013, the walk is aimed to show the power of collaboration among faith-based organizations taking an active role by becoming or staying physically active, as well as creating new visions to lead healthier congregations.

#### **Q: What other information should Qcitymetro readers know about this event?**

This year's walk is synched with Delta Sigma Theta Sorority, Inc. annual Community Health Day: Communities United for Health and Wellness. It is a free day devoted to wellness at nearby Wallace Pruitt Recreation Center. The event, (from 10 a.m. to 1p.m.) features health screenings, refreshments, entertainment, a mini fitness class, nutrition seminar, product samples and a kids' zone. This event, like the walk, is free, and the public is invited to attend both. New this year is the addition of Zeta Phi Beta Sorority, Inc. (Psi Mu Zeta Chapter), who have teamed up with Delta members for a powerful health event.

Fitness Day On The Greenway is Saturday, April 27, at The Greenway, (between Bruns Avenue Academy and Wallace Pruitt Recreation Center, 440 Tuckaseegee Rd.) Registration begins at 7 a.m. and the walk starts at 8 a.m. Delta Sigma Theta Sorority, Inc. Community Day event starts at 10 a.m. and is also free. For more details, email:

Cheryl.Emanuel@mecklenburgcountync.gov or call her weekdays at 704-432-0216.

Rain or shine, I hope to see you at the starting line. Until next time, I wish you good health, joy and wellness.

## Prevention & Wellness

Performance Program – FY 2013 Priority Setting

### Chronic Disease Prevention - Heart Disease

Chronic diseases such as heart disease, diabetes, cancers are the major causes of death and disability in Mecklenburg County and North Carolina. Although genetics and other factors contribute to the development of these chronic health conditions individual behaviors play a major role. As much as 50% of individual health can be attributed to 4 behavioral risk factors: physical inactivity, unhealthy eating, smoking, and excessive alcohol consumption.

### Target Populations

African American and Hispanic populations were the primary populations for the following reasons: African Americans have the highest CVD mortality rate, According to the 2009 BRFSS report, in comparison to Whites, People of Other Races in the

county were 1.5 times more likely to report no physical activity and 1.6 times more likely to report being obese. 2005 – 2009 BRFSS data for the county demonstrates that racial and ethnic minorities more frequently report high blood pressure (34% African American adults; 26% Whites) and high cholesterol (40% Hispanic adults; 37% Whites; 33% African American) placing these populations at increased risk for heart disease and heart disease-related death.

African Americans (19.1%) and Hispanic residents (30%) are more than twice as likely to live in poverty as Whites (9.5%). Nearly 20% of related children under 18 and 8% of residents over 65 live in poverty. Unemployment rates are higher among African-American (14%) and Hispanic (13%) residents than for White (9%) and Asian (6%) residents. This impacts perceived health status: in the 2009 Behavioral Risk Factor Surveillance System (BRFSS) showed that Mecklenburg residents earning less than \$50,000 annually are 8 times more likely to report their health status as “poor” or “fair” than those with higher incomes.

#### FY 2013 BALANCE SCORE PERFORMANCE TARGETS

1. Increase number of African Americans & Hispanic faith-based partnering organizations that establish health and wellness centers in targeted zip codes.

Performance Target: N=5

**EXCEEDED TARGET: N=7**

**Evidence:** List of Partnership Agreements/ Pilot Demonstration Data/Customer Service Data

2. Achieve a customer service satisfaction rating of at least 89%

**EXCEEDED TARGET: 93% RATING AS OF 6/14/2013**

**Evidence:** paper/on-line customer service surveys

3. Conduct outreach activities that reach a target number of at least 2,902 individuals/participants.

**EXCEEDED TARGET > 10,000 PARTICIPANTS**

**Outreach - Target reached of participants**

**Evidence -** Photo- Video Journaling, 5k Walk Releases, La Noticia, Health Ambassador Data, Sign-in sheets, Prided Communication- Magazine, Pride Sunset Jazz Festival, QC Metro Article, FBOs' Members, Partners, Social Media, Radio Advertising

### Key Strategies: Prevent and Reduce Chronic Disease

#### Pilot Demonstration Project:

#### Village Heart B.E.A.T.

#### *(Building Education Accountability Together)*

Using a Patient Centered Medical Home (PCMH) model, the Village Heart B.E.A.T. (VHB) pilot demonstration is designed to promote better heart health awareness and management in a coordinated health care service model to reduce obesity, lower blood pressures, abnormal lipid levels, improve nutritional options and increase physical activity among African American and Hispanic adults, ages 18-over.

Fiscal Year 2013, the VHB demonstration pilot is structured as a 14 - week fun healthy competition among competing faith-based organizations, each with a team of 10 participants accepting the challenge to lower their heart disease risk factors.



## Customer Feedback & Comments

*Prevention key to improve health of Mecklenburg's poor: Charlotte Business Journal*

*By Julie Bird - May 17, 2012*

Cheryl Emanuel grew up in a small town in eastern North Carolina where people took care of one another. Now, as a community-health administrator for Mecklenburg County, she's helping low-income communities do the same here.

Emanuel directs the county health department's program that seeks an end to disparities in health. They are largely the result of differences in wealth. She organizes free health screenings and other medical services in low-income neighborhoods beset by high illness and mortality rates. She also helps residents gain access to care, including free and low-cost clinics.

"My passion comes from working with what I consider the lost and the forgotten," she says. "I'm trying to make sure they have a voice at the table as we look for solutions to complicated social problems as well as health problems."

Emanuel has been with the health department for about 10 years and a Charlotte resident for 25. Her first job here was working with Urban League Central Carolinas to prevent teen pregnancy at three public-housing projects. Then she worked with a consortium of churches promoting home ownership in a neighborhood near Johnson C. Smith University. She later served as infant-mortality coordinator for Carolinas HealthCare System.

She started with the health department as an HIV/AIDS health educator. She remains involved in that effort as administrator of a federal grant that's separate from the health-disparities partnership. She has a bachelor's in community-health education from East Carolina University and a master's in adult education from N.C. A&T University.

Emanuel recently spoke with the Charlotte Business Journal about the county's work to improve wellness in low-income and minority communities. Edited excerpts follow:

### **What is your goal?**

Initially with health disparities, a big part of it was creating awareness and trying to find out if there are solutions we can provide right now. Many times there are no quick fixes. There are so many populations in this community that don't necessarily know where the resources are. They don't know how to navigate the resources. A lot of times they don't have the financial means to access those resources.

### **Are you responsible for overall wellness programs?**

Yes, as they relate to health disparities. Part of my role has been making sure populations are engaged in solutions. One of my biggest initiatives now is making sure people can get free preventive screenings. There are particular ZIP codes where mortality and morbidity rates are higher.

We've been creating community-health ambassadors at faith-based organizations, teaching them what the resources are, how to access the resources and in essence teaching the people in their communities and their congregations that information. We have 22 congregations in high-morbidity districts. We teach them how to create that health and wellness ministry. How many people do you serve in a year? It varies, but in the last year we were probably able to do at least 600 screenings. This is just in the limited role that I'm in.

### **Where can people go for care if the screenings find a health problem requiring treatment?**

Many people do have insurance. For those who don't have any means or resources, the uninsured clinics are able to help. You can triage on the spot and work to get them an appointment while we try to work through the other systems.

A lot of times the problem has been a person facing a co-pay they can't afford. Many of the faith-based organizations have a pool of money to help them make that co-pay. Twenty dollars might not seem a lot to some people, but it is if you don't have anything. Are you involved in the screenings and wellness events at some YMCA locations?

We are. We recently organized an annual day of wellness at the McCrorey Y. We probably had 300 to 400 people come out. We got them engaged in exercise and gave them an opportunity to do water aerobics.

With the work and the relationships we've built, I believe there's still enough momentum in our community that churches and faith-based organizations would rise up. I think partnerships with some of the other clinics would step in. As a good public servant, if your stuff is cut out, you still have to continue to do what's needed. As an individual, I believe you have to push forward. The momentum we have now, we cannot let it die.



## Objectives & Methods

### Village Heart B.E.A.T. (Building Education Activities Together)



**February 2nd - April 27th 16th Weeks Fitness/Health Challenge**

# OURHEALTHOURCOMMUNITY OURPRIORITY

**Heart Disease is the #1 Silent Killer  
of Women of Color**



## PARTICIPATE:

in heart-healthy activities, training, presentations, clinical services, and other social opportunities to improve heart health for you and the ones who love you.

A village of community organizations, faith-based organizations, health clinics, and health department partners are here to support you. Together, we want to improve services to help reduce your risk of heart disease. Participant Recruitment Applications/Questionnaires available at [www.villagehb.org](http://www.villagehb.org)

### FITNESS AT THE GREENWAY

**04/27/13 • 8:30am**

Location to be announced.  
Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov).

## NEEDED:

Men and women ages 18-80 from Mecklenburg County. Participants must have one or more heart disease risk factors:

- Overweight/obese
- High Blood Pressure
- High Triglyceride (TGL)
- Low High Density Lipoprotein (HDL)

Each participant will be required to have free base line health screenings provided by our program.

## REGISTER HERE

or at the Mecklenburg County  
Health Department,  
[www.meckhealth.org](http://www.meckhealth.org)  
or [villagehb.org](http://villagehb.org)  
or call 704/432-0216



Presbyterian HEALTHCARE



For more information call Cheryl S. Emanuel  
704.432.0216 or email  
[Cheryl.Emanuel@mecklenburgcountync.gov](mailto:Cheryl.Emanuel@mecklenburgcountync.gov)

### **Life Baptist Church**

5901 Amberly Lane  
Charlotte, North Carolina 28213  
(704) 598-1402

**Frederick A. Wilson, Jr., Pastor**

September 27, 2012

Cheryl Emanuel, Community Health Administrator  
Mecklenburg County Department of Health  
249 Billingsly Rd.  
Charlotte, NC 28211

Dear Ms. Emanuel:

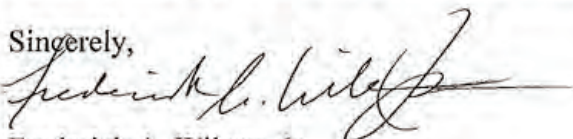
I have just read your article in the September issue of Pride magazine and was sincerely moved by your topic. My wife and I have been interested for years in the health-care disparity between black and white and between poor and affluent patients. As a result of our interests, my wife currently volunteers with one of Charlotte's local hospitals where she lends support to concerned patients and their family.

However, as a result of reading your article, I am considering setting up a neighborhood support group in the Hidden Valley neighborhood, through the church where I serve, that would assist patients in advising them of their patient rights. In other words, we would become their "extra voice" when necessary.

I would like to discuss this idea with you, and determine if there is a need for this type of service. If so, perhaps you might be able to advise us on how a church based support group could be established.

I will be calling you soon to discuss this further.

Sincerely,

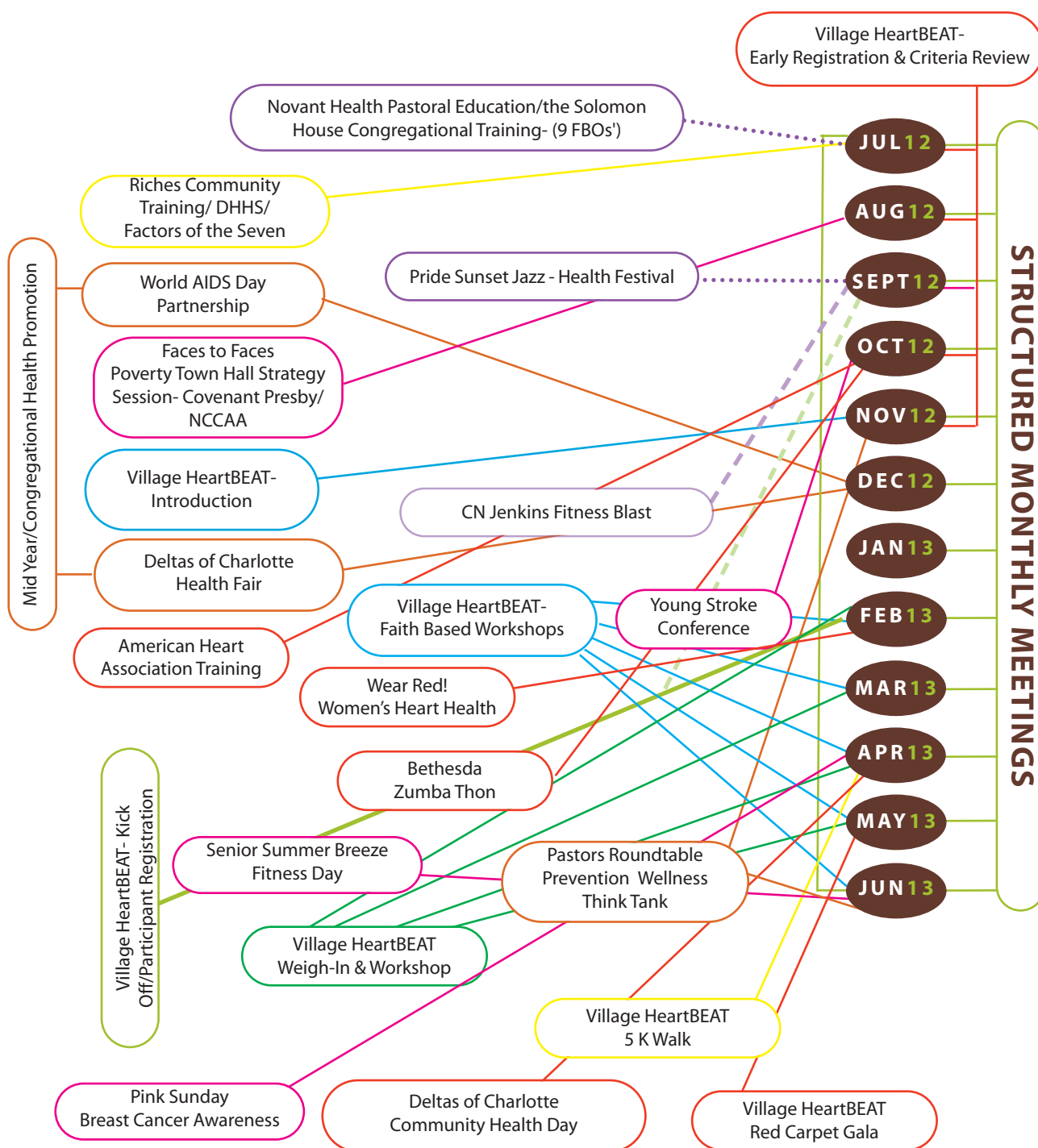


Frederick A. Wilson, Jr.



# Workshops/Training/Outreach

July 2012 - June 2013 Timeline





# A Walk with Faith



Before



After

Pastor Bernard Ingram,  
New Emmanuel Congregational Church  
(above, third from left and right, center)

## A Pastor's Journey to a Healthier Lifestyle

### What motivated you to lose weight?

Four years ago I was hospitalized and I witnessed the effects that experience had on my loved ones. I came to a conclusion that "when you're sick, your whole family is sick." I looked up at three in the morning and my sister with her three kids had driven down, my wife would not leave my side. Even though I knew the situation was bad before, it really hit home. It was time to change.

My Doctor has always stayed on my case. He works with me and encourages me to make a resolution to get healthy, not once a year but everyday. People motivate people.

We tell ourselves, "I don't like the way I feel" or "I hate putting my family through heartache and distress," make these phrases your focus and just keep putting one foot in front of the other.

### Was there one person in particular that inspired or encouraged you to stick with it?

My wife, family, friends and my church family were all in my corner. One friend in particular, Reverend Walter Pegues of Simpson Gillespie United Methodist Church, got me going.

Rev. Pegues exercises on a regular basis and we started walking up and down Beatties Ford Road together, his wife included. They would tell me, "You're going to get better at this" and encouraged me to keep going.

"If one member of the body hurts,  
all members of the body hurt and  
when one member rejoices, all rejoice."

— Pastor Ingram

### How did this program help you get healthy?

Faithful to the Call, was created by Cheryl Emanuel and it's her vision to address chronic disease in our community as a faith based initiative. Many of the churches involved with "Faithful to the Call," and their pastors have led the charge for "Gospel of Good Faith." They believe it's important to begin health ministries. Some of us decided, "I need to be more proactive for my own health and serve as inspiration for other people." Pastors and other church members are leading exercise and nutrition classes. This has provided a great network of support and learning for the communities.

Good health is as much spiritual as it is physical. When your physical well-being is not up to par, it's hard to keep your spiritual well being uplifted and it can be even harder to lead others. It interrupts my ability to do what I have been called to do.

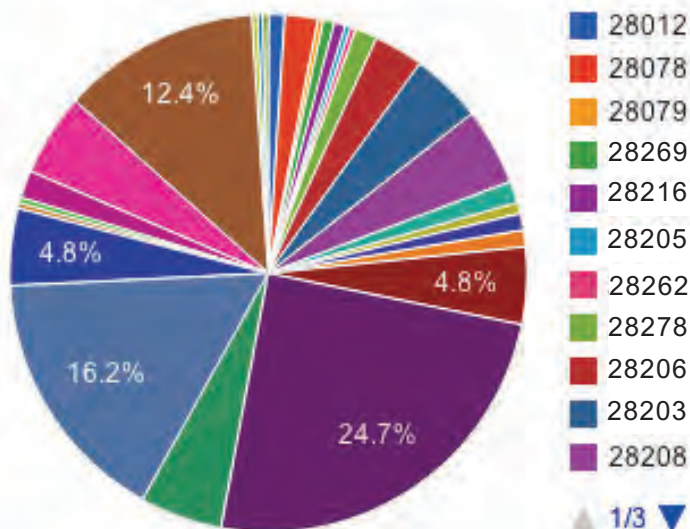
### How has your health improved since this experience?

All of the negative effects have fallen by the wayside. Before this transition, my hip and back hurt all of the time. My cholesterol and my blood pressure were out of whack. By exercising and watching what I eat, I've lost 30 pounds and I am still going!

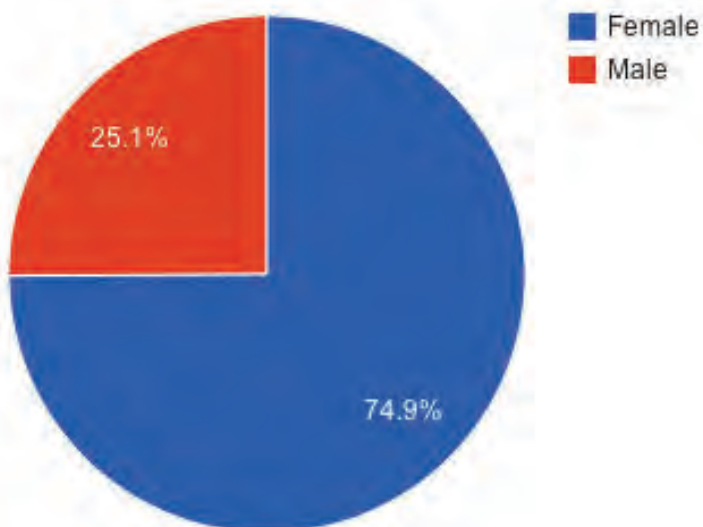
Pastor Bernard Ingram, New Emmanuel Congregational Church  
Interviewed by Jordan Ward, Zuri Creative Services.

## Summary Participation Charts

### Chronic Disease Prevention & Wellness



**Participant Zipcodes  
Partial List**



**Participant Gender**





## Partners for Prevention

### 2012-2013 Faith Based Organization Partners - Village HeartBEAT Churches\*

#### 15TH STREET CHURCH OF GOD

**Congregational Leader:**

Bishop Wade H. Ferguson, III

#### ANTIOCH MISSIONARY BAPTIST CHURCH

**Congregational Leader:**

Pastor Donnie Garris

#### CAMINO DEL REY MINISTRIES\*

**Congregational Leader:**

Senior Pastor Russell Price

#### C.N. JENKINS PRESBYTERIAN CHURCH

**Congregational Leader:**

Dr. Reverend Jerry Cannon

#### FAITH CME\*

**Congregational Leader:**

Pastor Laura Wilson

#### FIRST BAPTIST CHURCH - WEST

**Congregational Leader:**

Reverend Ricky Woods

#### FIRST MOUNT ZION BAPTIST CHURCH\*

**Congregational Leader:**

Dr. Reverend Jonathan E. Edwards

#### GETHSEMANE BAPTIST CHURCH

**Congregational Leaders:**

Pastor Ernest & Lady Terry Jeffries

#### GREATER SALEM CHURCH

**Congregational Leader:**

Bishop Alan G. Porter

#### GREENVILLE AME ZION CHURCH

**Congregational Leader:**

Pastor Dr Sheldon Shipman

#### GRIER HEIGHTS PRESBYTERIAN CHURCH\*

**Congregational Leader:**

Pastor Larry James

#### GUADALUPE CATHOLIC CHURCH

**Health Ministry Lead:**

Olivia Anaya, Montserrah Anaya

#### ROCKWELL AMEZ CHURCH

**Congregational Leader:**

Reverend Jordan Boyd

#### MOUNT VERNON MISSIONARY BAPTIST CHURCH

**Congregational Leader:**

Rev Matthew L Browning

#### NEW EMANUEL UNITED CONGREGATIONAL CHURCH

**Congregational Leader:**

Pastor Bernard Ingram

#### NEW FRIENDSHIP PRESBYTERIAN CHURCH\*

**Congregational Leader:**

Pastor Everdith Landrau

#### NEW ZION MISSIONARY BAPTIST\*

**Congregational Leader:**

Pastor Henry Williams

#### WILSON HEIGHTS FIRST CHURCH OF GOD

**Congregational Leader:**

Pastor Cornelius Atkinson

#### LITTLE ROCK AME ZION

**Congregational Leader:**

Dr. Dwayne Walker

#### MOUNT OLIVE BAPTIST

**Congregational Leader:**

Bryon L. Davis

#### DAVIDSON PRESBYTERIAN

**Congregational Leader:**

Darrell VanPelt

#### CHAPEL HILL MISSIONARY

**Congregational Leader:**

Quinn C. Rogers







# Health Ministry Partnership Agreements

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



**Church Name:** New Friendship Presbyterian Church

**Senior Pastor:** Alan Porter

**ADDRESS:** 5318 Salem Church Rd., Charlotte, NC 28216

**PHONE:** 704/399-5448 Fax: 704/392-3670

**E-Mail:**

**Total of Congregation Members:**

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

### Background Information:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner- participation in Village HeartBEAT Fitness Challenge)

☒ **Nutritional Policy - Policy for Promotion of Healthful Eating Habits**

**Changing the way we prepare and serve food:**

1. Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.
2. Serving water as the primary beverage (add lemons and limes to make it more refreshing). Serving fresh fruit rather than cakes and cookies for dessert.
3. Cooking with olive oil and canola oil rather than lard or corn oil.
4. Using a variety of fresh herbs and salt free seasonings instead of salt.
5. Including healthy diet and nutrition information in the church newsletter or bulletins.

☒ **Tobacco Policy -The intent of this policy is that faith-based institution will:**

Prohibit tobacco use in or on any of the grounds of the institution creating a safe and healthy environment for congregational members, employees, visitors, and community residents.

1. Exhibit smoke-free behavior for our youth and adults.
2. Provide information and/or promote smoking cessation programs for those in need.
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Alan Porter

### Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



**Church Name:** Greater Salem Baptist Church

**Senior Pastor:** Bishop Alan G. Porter

**ADDRESS:** 5318 Salem Church Rd, Charlotte, NC 28216

**PHONE:** 704/399-5448

**E-Mail:**

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information: Please check all that you will agree to partner:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner- participation in Village HeartBEAT Fitness Challenge)

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**Changing the way we prepare and serve food:**

1. Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.
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3. Cooking with olive oil and canola oil rather than lard or corn oil.
4. Using a variety of fresh herbs and salt free seasonings instead of salt.
5. Including healthy diet and nutrition information in the church newsletter or bulletins.

☒ **Tobacco Policy -The intent of this policy is that faith-based institution will:**

Prohibit tobacco use in or on any of the grounds of the institution creating a safe and healthy environment for congregational members, employees, visitors, and community residents.

1. Exhibit smoke-free behavior for our youth and adults.
2. Provide information and/or promote smoking cessation programs for those in need.
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Bishop Alan G. Porter

### Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)







# Health Ministry Partnership Agreements

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: Camino Del Rey Ministries, Inc.

Senior Pastor: Russell Price

ADDRESS: 133 Stetson Rd., Charlotte, NC 28262

PHONE: 704/596-7473 Fax: 704/596-7570

E-Mail: [russsprice@yahoo.com](mailto:russsprice@yahoo.com)

Total of Congregation Members:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information. Please, check all that you agree to partner:

☒ **Building physical activity into church activities** (Purpose: Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance as well as reduced risk of chronic diseases, injury and perception of stress. Example: church leadership promotion of physical activity for congregation, join as a partner-participation in Village HeartBEAT Fitness Challenge).

☒ **Nutritional Policy** – Policy for Promotion of Healthful Eating Habits

Changing the way we prepare and serve food:

1. Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.
2. Serving water as the primary beverage (add lemons and limes to make it more refreshing). Serving fresh fruit rather than cakes and cookies for dessert.
3. Cooking with olive oil and canola oil rather than lard or corn oil
4. Using a variety of fresh herbs and salt free seasonings instead of salt
5. Including healthy diet and nutrition information in the church newsletter or bulletins.

☒ **Tobacco Policy** -The intent of this policy is that faith-based institution will:

Prohibit tobacco use in or on any of the grounds of the institution creating a safe and healthy environment for congregational members, employees, visitors, and community residents.

1. Exhibit smoke-free behavior for our youth and adults
2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor):

Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: New Zion Missionary Baptist Church

Senior Pastor: Henry Williams

ADDRESS: 217 W. Todd Ln., Charlotte, NC 28208

PHONE: 704/399-4181 Fax: 704/

E-Mail:

Total of Congregation:

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2. Provide information and/or promote smoking cessation programs for those in need
3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor):

Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

*Henry Williams Jr.* 5/16/13





## Village HeartBEAT Participants – Churches



### **CAMINO DEL REY MINISTRIES\***

#### **Congregational Leader:**

Senior Pastor Russell Price



### **FAITH CME\***

#### **Congregational Leader:**

Pastor Laura Wilson



### **FIRST MOUNT ZION**

#### **BAPTIST CHURCH\***

#### **Congregational Leader:**

Reverend Jonathan E. Edwards



### **GREATER SALEM CHURCH\***

#### **Congregational Leader:**

Bishop Alan G. Porter



### **GRIER HEIGHTS**

#### **PRESBYTERIAN CHURCH\***

#### **Congregational Leader:**

Pastor Larry James



### **NEW FRIENDSHIP**

#### **PRESBYTERIAN CHURCH\***

#### **Congregational Leader:**

Pastor Everdith Landrau



### **NEW ZION MISSIONARY**

#### **BAPTIST\***

#### **Congregational Leader:**

Pastor Henry Williams



## **% of Weight Loss**

New Zion - 61lbs -2.85%

Greater Salem -28lbs -2.52%

New Friendship/Grier Heights - 26lbs - 2.13%

Camino del Rey - 17lbs - 1.41%

Faith CME 30lbs - 1.23%

First Mount Zion - 10lbs - 0.72%

MAKE A COMMITMENT FOR  
**PREVENTION & WELLNESS**  
*A New Day → A New Start!*

Do You Know Your Health Risks?  
**Know What Your Numbers Mean**

Many African Americans are faced with the fear of disease, lack of financial resources, literacy barriers, social and cultural practices and the pressures of understanding a complex healthcare system.



So don't guess your health numbers.

**Know them.**

How you look and feel may not reveal your true health.

**Know Your:**

Blood pressure  
Blood sugar  
Cholesterol  
Body mass index (BMI)

**Prevention and Wellness**

include healthy behaviors such as:

Eating a well balanced diet  
Regular physical activity  
Annual doctors visits for physical examinations  
Following a doctor's directions, like advice to stop smoking

**PLANTING SEEDS OF WELLNESS**

SAVE THESE DATES FOR UPCOMING ACTIVITIES

Now recruiting church teams to join Mecklenburg County's "Faithful to the Call" fitness challenge

**CHARLOTTE'S YOUNGSTROKE  
MULTI-CULTURAL SUMMIT**

**October 20, 2012 - 8:30am**

Family Life Center of Pleasant Hill Baptist Church  
517 Baldwin Avenue. This event is free.

**FITNESS DAY ON THE GREENWAY**

**April 27, 2013 - 8:30am**

Location to be announced.  
Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov). This event is free.

*Be There For Each Other!*



**Stay connected with MeckConnect!**

Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov) and look for this logo. →



You can stay connected by viewing the *What's Happening Now* section of this website. For additional resources and information call Cheryl S. Emanuel at the Mecklenburg County Health Department 704.432.0216 or email [Cheryl.Emanuel@mecklenburgcountync.gov](mailto:Cheryl.Emanuel@mecklenburgcountync.gov).





# PILOT DEMONSTRATION PROJECT

### \*Partial List of Signatures

19

# PILOT DEMONSTRATION PROJECT

**\*Partial List of Signatures**

19



MAKE A COMMITMENT FOR  
**PREVENTION & WELLNESS**  
*A New Day → A New Start!*

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#### **Congregational Leader:**

Senior Pastor Russell Price



### **FAITH CME\***

#### **Congregational Leader:**

Pastor Laura Wilson



### **FIRST MOUNT ZION**

#### **BAPTIST CHURCH\***

#### **Congregational Leader:**

Reverend Jonathan E. Edwards



### **GREATER SALEM CHURCH\***

#### **Congregational Leader:**

Bishop Alan G. Porter



### **GRIER HEIGHTS**

#### **PRESBYTERIAN CHURCH\***

#### **Congregational Leader:**

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#### **Congregational Leader:**

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Faith CME 30lbs - 1.23%

First Mount Zion - 10lbs - 0.72%





# Health Ministry Partnership Agreements

## PILOT DEMONSTRATION PROJECT

### Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: Camino Del Rey Ministries, Inc.

Senior Pastor: Russell Price

ADDRESS: 133 Stetson Rd., Charlotte, NC 28262

PHONE: 704/596-7473 Fax: 704/596-7570

E-Mail: [russsprice@yahoo.com](mailto:russsprice@yahoo.com)

Total of Congregation Members:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

Listed below is background information. Please, check all that you agree to partner:

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3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor):

Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

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Church Name: New Zion Missionary Baptist Church

Senior Pastor: Henry Williams

ADDRESS: 217 W. Todd Ln., Charlotte, NC 28208

PHONE: 704/399-4181 Fax: 704/

E-Mail:

Total of Congregation:

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Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)







# Health Ministry Partnership Agreements

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: New Friendship Presbyterian Church

Senior Pastor: Alan Porter

ADDRESS: 5318 Salem Church Rd., Charlotte, NC 28216

PHONE: 704/399-5448 Fax: 704/392-3670

E-Mail:

Total of Congregation Members:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

### Background Information

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3. Educate all group members regarding the harmful effects of tobacco use.

Acknowledged and accepted by:

SIGNATURE (Pastor) Alan Porter

### Mecklenburg County Health Department

249 Billingsley Rd., Charlotte, NC 28211

Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)

## Mecklenburg County Health Department Prevention and Wellness Program Fiscal July 1, 2012- June 30, 2013- Partnership Agreement



Church Name: Greater Salem Baptist Church

Senior Pastor: Bishop Alan G. Porter

ADDRESS: 5318 Salem Church Rd, Charlotte, NC 28216

PHONE: 704/399-5448

E-Mail:

As a faith-based institution, we agree to partner with Mecklenburg County Health Department to implement a health and wellness ministry that includes implementing the following policies:

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Acknowledged and accepted by:

SIGNATURE (Pastor) Bishop Alan G. Porter

### Mecklenburg County Health Department

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Staff: Cheryl S Emanuel, MS, CSAPC/ Health Manager- Prevention & Wellness

Office: 704/432-0216 E-mail: [Cheryl.Emanuel@MecklenburgCountyNC.gov](mailto:Cheryl.Emanuel@MecklenburgCountyNC.gov)









## Partners for Prevention

### 2012-2013 Faith Based Organization Partners - Village HeartBEAT Churches\*

#### 15TH STREET CHURCH OF GOD

**Congregational Leader:**

Bishop Wade H. Ferguson, III

#### ANTIOCH MISSIONARY BAPTIST CHURCH

**Congregational Leader:**

Pastor Donnie Garris

#### CAMINO DEL REY MINISTRIES\*

**Congregational Leader:**

Senior Pastor Russell Price

#### C.N. JENKINS PRESBYTERIAN CHURCH

**Congregational Leader:**

Dr. Reverend Jerry Cannon

#### FAITH CME\*

**Congregational Leader:**

Pastor Laura Wilson

#### FIRST BAPTIST CHURCH - WEST

**Congregational Leader:**

Reverend Ricky Woods

#### FIRST MOUNT ZION BAPTIST CHURCH\*

**Congregational Leader:**

Dr. Reverend Jonathan E. Edwards

#### GETHSEMANE BAPTIST CHURCH

**Congregational Leaders:**

Pastor Ernest & Lady Terry Jeffries

#### GREATER SALEM CHURCH

**Congregational Leader:**

Bishop Alan G. Porter

#### GREENVILLE AME ZION CHURCH

**Congregational Leader:**

Pastor Dr Sheldon Shipman

#### GRIER HEIGHTS PRESBYTERIAN CHURCH\*

**Congregational Leader:**

Pastor Larry James

#### GUADALUPE CATHOLIC CHURCH

**Health Ministry Lead:**

Olivia Anaya, Montserrah Anaya

#### ROCKWELL AMEZ CHURCH

**Congregational Leader:**

Reverend Jordan Boyd

#### MOUNT VERNON MISSIONARY BAPTIST CHURCH

**Congregational Leader:**

Rev Matthew L Browning

#### NEW EMANUEL UNITED CONGREGATIONAL CHURCH

**Congregational Leader:**

Pastor Bernard Ingram

#### NEW FRIENDSHIP PRESBYTERIAN CHURCH\*

**Congregational Leader:**

Pastor Everdith Landrau

#### NEW ZION MISSIONARY BAPTIST\*

**Congregational Leader:**

Pastor Henry Williams

#### WILSON HEIGHTS FIRST CHURCH OF GOD

**Congregational Leader:**

Pastor Cornelius Atkinson

#### LITTLE ROCK AME ZION

**Congregational Leader:**

Dr. Dwayne Walker

#### MOUNT OLIVE BAPTIST

**Congregational Leader:**

Bryon L. Davis

#### DAVIDSON PRESBYTERIAN

**Congregational Leader:**

Darrell VanPelt

#### CHAPEL HILL MISSIONARY

**Congregational Leader:**

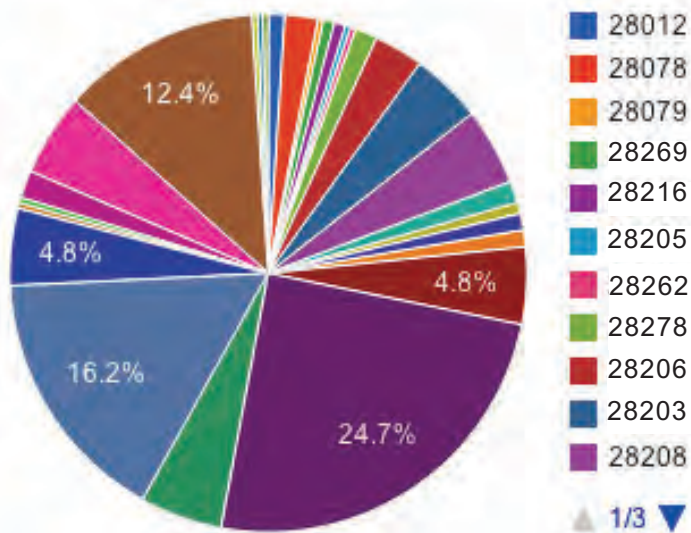
Quinn C. Rogers



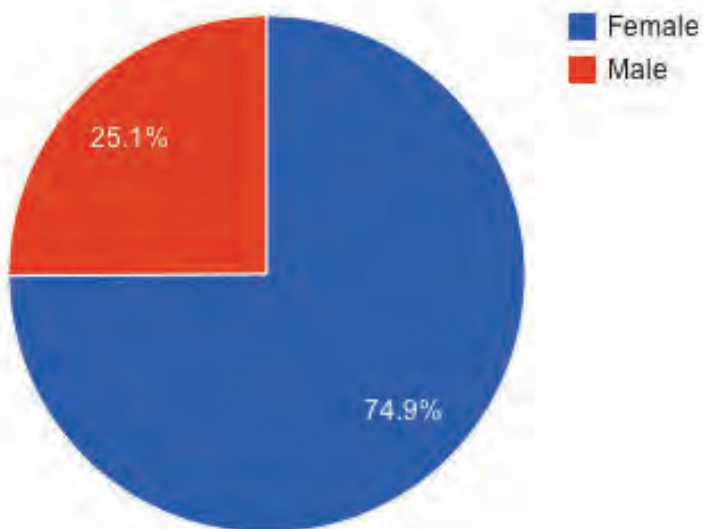


## Summary Participation Charts

### Chronic Disease Prevention & Wellness



**Participant Zipcodes  
Partial List**



**Participant Gender**

# A Walk with Faith



Before



After

Pastor Bernard Ingram,  
New Emmanuel Congregational Church  
(above, third from left and right, center)

## A Pastor's Journey to a Healthier Lifestyle

### What motivated you to lose weight?

Four years ago I was hospitalized and I witnessed the effects that experience had on my loved ones. I came to a conclusion that "when you're sick, your whole family is sick." I looked up at three in the morning and my sister with her three kids had driven down, my wife would not leave my side. Even though I knew the situation was bad before, it really hit home. It was time to change.

My Doctor has always stayed on my case. He works with me and encourages me to make a resolution to get healthy, not once a year but everyday. People motivate people.

We tell ourselves, "I don't like the way I feel" or "I hate putting my family through heartache and distress," make these phrases your focus and just keep putting one foot in front of the other.

### Was there one person in particular that inspired or encouraged you to stick with it?

My wife, family, friends and my church family were all in my corner. One friend in particular, Reverend Walter Pegues of Simpson Gillespie United Methodist Church, got me going.

Rev. Pegues exercises on a regular basis and we started walking up and down Beatties Ford Road together, his wife included. They would tell me, "You're going to get better at this" and encouraged me to keep going.

"If one member of the body hurts,  
all members of the body hurt and  
when one member rejoices, all rejoice."

— Pastor Ingram

### How did this program help you get healthy?

Faithful to the Call, was created by Cheryl Emanuel and it's her vision to address chronic disease in our community as a faith based initiative. Many of the churches involved with "Faithful to the Call," and their pastors have led the charge for "Gospel of Good Faith." They believe it's important to begin health ministries. Some of us decided, "I need to be more proactive for my own health and serve as inspiration for other people." Pastors and other church members are leading exercise and nutrition classes. This has provided a great network of support and learning for the communities.

Good health is as much spiritual as it is physical. When your physical well-being is not up to par, it's hard to keep your spiritual well being uplifted and it can be even harder to lead others. It interrupts my ability to do what I have been called to do.

### How has your health improved since this experience?

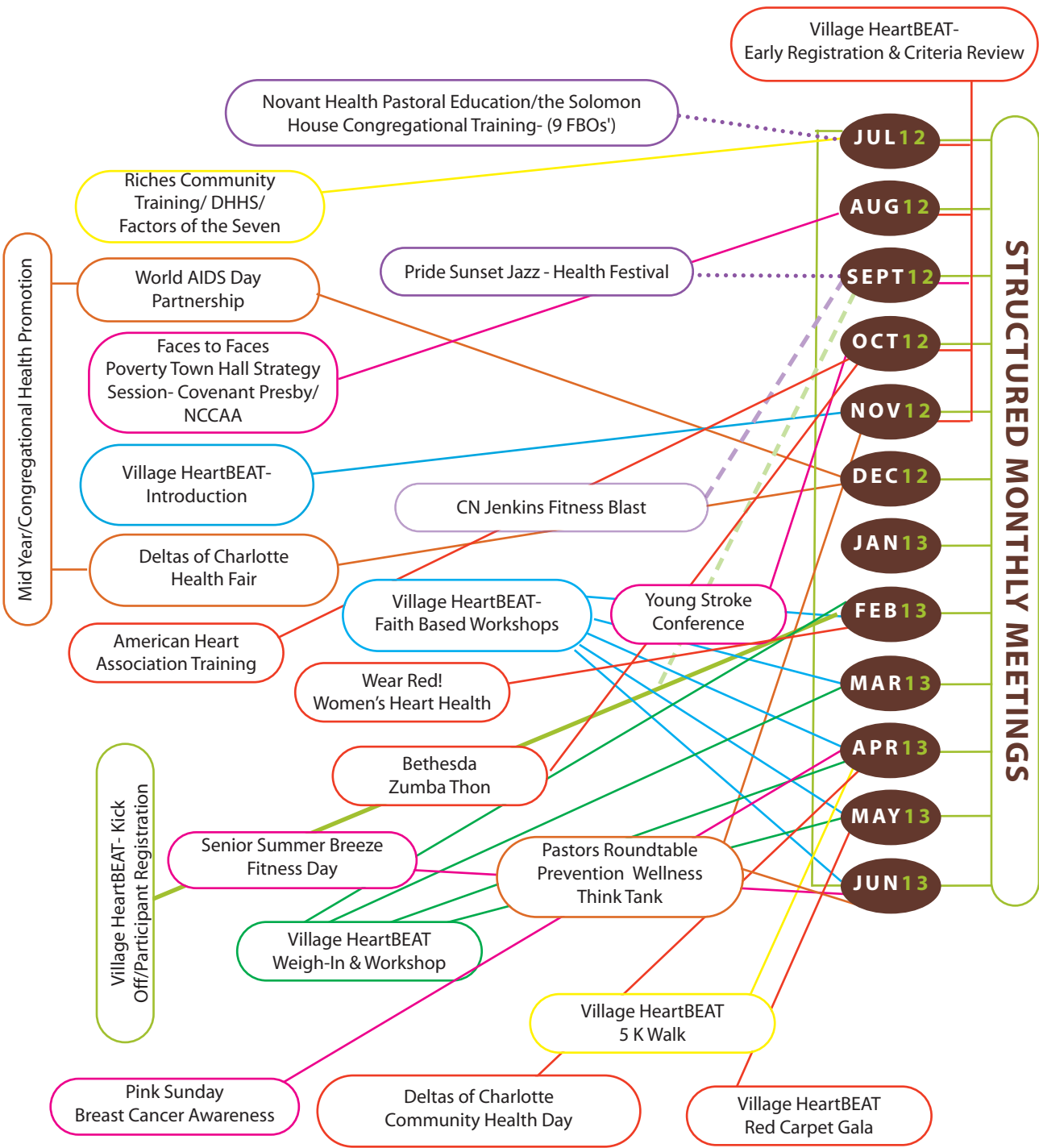
All of the negative effects have fallen by the wayside. Before this transition, my hip and back hurt all of the time. My cholesterol and my blood pressure were out of whack. By exercising and watching what I eat, I've lost 30 pounds and I am still going!

Pastor Bernard Ingram, New Emmanuel Congregational Church  
Interviewed by Jordan Ward, Zuri Creative Services.



Workshops/Training/Outreach

July 2012 - June 2013 Timeline



### **Life Baptist Church**

5901 Amberly Lane  
Charlotte, North Carolina 28213  
(704) 598-1402

**Frederick A. Wilson, Jr., Pastor**

September 27, 2012

Cheryl Emanuel, Community Health Administrator  
Mecklenburg County Department of Health  
249 Billingsly Rd.  
Charlotte, NC 28211

Dear Ms. Emanuel:

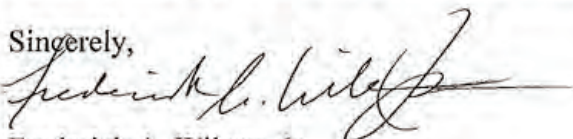
I have just read your article in the September issue of Pride magazine and was sincerely moved by your topic. My wife and I have been interested for years in the health-care disparity between black and white and between poor and affluent patients. As a result of our interests, my wife currently volunteers with one of Charlotte's local hospitals where she lends support to concerned patients and their family.

However, as a result of reading your article, I am considering setting up a neighborhood support group in the Hidden Valley neighborhood, through the church where I serve, that would assist patients in advising them of their patient rights. In other words, we would become their "extra voice" when necessary.

I would like to discuss this idea with you, and determine if there is a need for this type of service. If so, perhaps you might be able to advise us on how a church based support group could be established.

I will be calling you soon to discuss this further.

Sincerely,



Frederick A. Wilson, Jr.



## Objectives & Methods

### Village Heart B.E.A.T. (Building Education Activities Together)



**February 2nd - April 27th 16th Weeks Fitness/Health Challenge**

# OURHEALTHOURCOMMUNITY OURPRIORITY

**Heart Disease is the #1 Silent Killer  
of Women of Color**



## PARTICIPATE:

in heart-healthy activities, training, presentations, clinical services, and other social opportunities to improve heart health for you and the ones who love you.

A village of community organizations, faith-based organizations, health clinics, and health department partners are here to support you. Together, we want to improve services to help reduce your risk of heart disease. Participant Recruitment Applications/Questionnaires available at [www.villagehb.org](http://www.villagehb.org)

### FITNESS AT THE GREENWAY

**04/27/13 • 8:30am**

Location to be announced.  
Visit [www.mecklenburgcountync.gov](http://www.mecklenburgcountync.gov).

## NEEDED:

Men and women ages 18-80 from Mecklenburg County. Participants must have one or more heart disease risk factors:

- Overweight/obese
- High Blood Pressure
- High Triglyceride (TGL)
- Low High Density Lipoprotein (HDL)

Each participant will be required to have free base line health screenings provided by our program.

## REGISTER HERE

or at the Mecklenburg County  
Health Department,  
[www.meckhealth.org](http://www.meckhealth.org)  
or [villagehb.org](http://villagehb.org)  
or call 704/432-0216



Presbyterian HEALTHCARE



For more information call Cheryl S. Emanuel  
704.432.0216 or email  
[Cheryl.Emanuel@mecklenburgcountync.gov](mailto:Cheryl.Emanuel@mecklenburgcountync.gov)

## Customer Feedback & Comments

*Prevention key to improve health of Mecklenburg's poor: Charlotte Business Journal*

*By Julie Bird - May 17, 2012*

Cheryl Emanuel grew up in a small town in eastern North Carolina where people took care of one another. Now, as a community-health administrator for Mecklenburg County, she's helping low-income communities do the same here.

Emanuel directs the county health department's program that seeks an end to disparities in health. They are largely the result of differences in wealth. She organizes free health screenings and other medical services in low-income neighborhoods beset by high illness and mortality rates. She also helps residents gain access to care, including free and low-cost clinics.

"My passion comes from working with what I consider the lost and the forgotten," she says. "I'm trying to make sure they have a voice at the table as we look for solutions to complicated social problems as well as health problems."

Emanuel has been with the health department for about 10 years and a Charlotte resident for 25. Her first job here was working with Urban League Central Carolinas to prevent teen pregnancy at three public-housing projects. Then she worked with a consortium of churches promoting home ownership in a neighborhood near Johnson C. Smith University. She later served as infant-mortality coordinator for Carolinas HealthCare System.

She started with the health department as an HIV/AIDS health educator. She remains involved in that effort as administrator of a federal grant that's separate from the health-disparities partnership. She has a bachelor's in community-health education from East Carolina University and a master's in adult education from N.C. A&T University.

Emanuel recently spoke with the Charlotte Business Journal about the county's work to improve wellness in low-income and minority communities. Edited excerpts follow:

### **What is your goal?**

Initially with health disparities, a big part of it was creating awareness and trying to find out if there are solutions we can provide right now. Many times there are no quick fixes. There are so many populations in this community that don't necessarily know where the resources are. They don't know how to navigate the resources. A lot of times they don't have the financial means to access those resources.

### **Are you responsible for overall wellness programs?**

Yes, as they relate to health disparities. Part of my role has been making sure populations are engaged in solutions. One of my biggest initiatives now is making sure people can get free preventive screenings. There are particular ZIP codes where mortality and morbidity rates are higher.

We've been creating community-health ambassadors at faith-based organizations, teaching them what the resources are, how to access the resources and in essence teaching the people in their communities and their congregations that information. We have 22 congregations in high-morbidity districts. We teach them how to create that health and wellness ministry. How many people do you serve in a year? It varies, but in the last year we were probably able to do at least 600 screenings. This is just in the limited role that I'm in.

### **Where can people go for care if the screenings find a health problem requiring treatment?**

Many people do have insurance. For those who don't have any means or resources, the uninsured clinics are able to help. You can triage on the spot and work to get them an appointment while we try to work through the other systems.

A lot of times the problem has been a person facing a co-pay they can't afford. Many of the faith-based organizations have a pool of money to help them make that co-pay. Twenty dollars might not seem a lot to some people, but it is if you don't have anything. Are you involved in the screenings and wellness events at some YMCA locations?

We are. We recently organized an annual day of wellness at the McCrorey Y. We probably had 300 to 400 people come out. We got them engaged in exercise and gave them an opportunity to do water aerobics.

With the work and the relationships we've built, I believe there's still enough momentum in our community that churches and faith-based organizations would rise up. I think partnerships with some of the other clinics would step in. As a good public servant, if your stuff is cut out, you still have to continue to do what's needed. As an individual, I believe you have to push forward. The momentum we have now, we cannot let it die.



## Prevention & Wellness

Performance Program – FY 2013 Priority Setting

### Chronic Disease Prevention - Heart Disease

Chronic diseases such as heart disease, diabetes, cancers are the major causes of death and disability in Mecklenburg County and North Carolina. Although genetics and other factors contribute to the development of these chronic health conditions individual behaviors play a major role. As much as 50% of individual health can be attributed to 4 behavioral risk factors: physical inactivity, unhealthy eating, smoking, and excessive alcohol consumption.

### Target Populations

African American and Hispanic populations were the primary populations for the following reasons: African Americans have the highest CVD mortality rate, According to the 2009 BRFSS report, in comparison to Whites, People of Other Races in the

county were 1.5 times more likely to report no physical activity and 1.6 times more likely to report being obese. 2005 – 2009 BRFSS data for the county demonstrates that racial and ethnic minorities more frequently report high blood pressure (34% African American adults; 26% Whites) and high cholesterol (40% Hispanic adults; 37% Whites; 33% African American) placing these populations at increased risk for heart disease and heart disease-related death.

African Americans (19.1%) and Hispanic residents (30%) are more than twice as likely to live in poverty as Whites (9.5%). Nearly 20% of related children under 18 and 8% of residents over 65 live in poverty. Unemployment rates are higher among African-American (14%) and Hispanic (13%) residents than for White (9%) and Asian (6%) residents. This impacts perceived health status: in the 2009 Behavioral Risk Factor Surveillance System (BRFSS) showed that Mecklenburg residents earning less than \$50,000 annually are 8 times more likely to report their health status as “poor” or “fair” than those with higher incomes.

#### FY 2013 BALANCE SCORE PERFORMANCE TARGETS

1. Increase number of African Americans & Hispanic faith-based partnering organizations that establish health and wellness centers in targeted zip codes.

Performance Target: N=5

**EXCEEDED TARGET: N=7**

**Evidence:** List of Partnership Agreements/ Pilot Demonstration Data/Customer Service Data

2. Achieve a customer service satisfaction rating of at least 89%

**EXCEEDED TARGET: 93% RATING AS OF 6/14/2013**

**Evidence:** paper/on-line customer service surveys

3. Conduct outreach activities that reach a target number of at least 2,902 individuals/participants.

**EXCEEDED TARGET > 10,000 PARTICIPANTS**

**Outreach - Target reached of participants**

**Evidence -** Photo- Video Journaling, 5k Walk Releases, La Noticia, Health Ambassador Data, Sign-in sheets, Prided Communication- Magazine, Pride Sunset Jazz Festival, QC Metro Article, FBOs' Members, Partners, Social Media, Radio Advertising

### Key Strategies: Prevent and Reduce Chronic Disease

#### Pilot Demonstration Project:

#### Village Heart B.E.A.T.

*(Building Education Accountability Together)*

Using a Patient Centered Medical Home (PCMH) model, the Village Heart B.E.A.T. (VHB) pilot demonstration is designed to promote better heart health awareness and management in a coordinated health care service model to reduce obesity, lower blood pressures, abnormal lipid levels, improve nutritional options and increase physical activity among African American and Hispanic adults, ages 18-over.

Fiscal Year 2013, the VHB demonstration pilot is structured as a 14 - week fun healthy competition among competing faith-based organizations, each with a team of 10 participants accepting the challenge to lower their heart disease risk factors.



## Customer Feedback & Comments

### *Planting seeds of wellness*

*By Sondra E Z Hines – April 24, 2013*

I love fitness.

However, there aren't many events in which I'll participate in the pouring rain, even in the name of health and wellness.

"Fitness on The Greenway: Planting Seeds of Wellness" is one such event. The first time I participated in this annual walk was during a rainstorm, but it didn't dampen my spirit or the spirits of those around me.

Since then, I've become hooked.

The walk, formerly named "Faithful to the Call: Planting Seeds of Wellness," is the brainchild of Cheryl Emanuel, a community health advocate employed with Mecklenburg County Health Department. Emanuel has worked tirelessly to make access to affordable health care an option, particularly for African American and Latino residents.

I recently spoke with Emanuel about the upcoming walk and why it is needed in the minority community. Here is a Q&A based on that conversation:

#### **Qcitymetro: The walk is now four years old. Are you still targeting the same demographic group?**

Emanuel: Fitness on the Greenway; Planting Seeds of Wellness, is an event especially targeted to African-American and Hispanic/Latino communities. However, anyone can participate and is encouraged to attend.

#### **Q: How are you able to assemble so many sponsors?**

Emanuel: Sponsors were assembled through the power of collaboration, including: Mecklenburg County Health Department, Mecklenburg County Parks & Rec., Delta Sigma Theta Sorority, Inc. (Charlotte Alumnae Chapter) Presbyterian Hospital (Pastoral Education Congregation Health Promoters), Bethesda Health Center, Camino del Rey Ministries, First Mount Zion Baptist Church, Grier Heights Presbyterian Church, Greater Salem Church, New Zion Missionary Baptist Church, Faith CME, New Zion Presbyterian Church, 15th Street Church of God, American Heart Association, Seversville Neighborhood Association, Wesley Heights Historic Neighborhood.

The walk is also part of Village Heart B.E.A.T. (Building Education and Accountability Together), designed to promote better heart health awareness, enhance community resources in a coordinated health care service model and address obesity and heart disease awareness among African Americans and Hispanic populations.

#### **Q: Why is this walk important?**

Emanuel: Every second, every minute counts. Our health must become our priority. Many African Americans and Hispanic/Latinos still fail to make the connection between risk factors and developing chronic diseases (heart disease and diabetes, etc.). Therefore, in 2013, the walk is aimed to show the power of collaboration among faith-based organizations taking an active role by becoming or staying physically active, as well as creating new visions to lead healthier congregations.

#### **Q: What other information should Qcitymetro readers know about this event?**

This year's walk is synched with Delta Sigma Theta Sorority, Inc. annual Community Health Day: Communities United for Health and Wellness. It is a free day devoted to wellness at nearby Wallace Pruitt Recreation Center. The event, (from 10 a.m. to 1p.m.) features health screenings, refreshments, entertainment, a mini fitness class, nutrition seminar, product samples and a kids' zone. This event, like the walk, is free, and the public is invited to attend both. New this year is the addition of Zeta Phi Beta Sorority, Inc. (Psi Mu Zeta Chapter), who have teamed up with Delta members for a powerful health event.

Fitness Day On The Greenway is Saturday, April 27, at The Greenway, (between Bruns Avenue Academy and Wallace Pruitt Recreation Center, 440 Tuckaseegee Rd.) Registration begins at 7 a.m. and the walk starts at 8 a.m. Delta Sigma Theta Sorority, Inc. Community Day event starts at 10 a.m. and is also free. For more details, email:

Cheryl.Emanuel@mecklenburgcountync.gov or call her weekdays at 704-432-0216.

Rain or shine, I hope to see you at the starting line. Until next time, I wish you good health, joy and wellness.



# Executive Summary

The purpose of this 2013 chronic heart disease prevention and wellness initiative is to help prevent and improve heart disease risk factors using a collaborative teamed approach that engages faith-based organizations. Efforts target African American and Hispanic communities given the disproportionately higher burden of heart disease and associated behavioral and environmental risk factors in these populations in Mecklenburg County. The 2013 Balance Score Card Performance Targets set to address this initiative were:

1. Increase the number of African American and Hispanic faith-based partnering organizations that establish health and wellness centers in targeted zip codes (target: n=5);
2. Achieve a customer service satisfaction rating of at least 89%;
3. Conduct outreach activities that reach a target number of at least 2,902 individuals/participants.

The Village Heart B.E.A.T. (VHB) pilot demonstration project is a campaign that was developed to address community needs and meet the initiative's performance objectives. VHB's purpose is to promote better heart health awareness and management through a coordinated health care service model to reduce obesity, lower blood pressures, abnormal lipid levels, improve nutritional options and increase physical activity among African American and Hispanic adults, ages 18-over. This pilot demonstration was a 14-week competition among seven participating faith-based organizations accepting the challenge to lower their heart disease risk factors. They competed as six distinct teams, with activities including media recruitment campaigns, pre- and post-assessments, screenings, counseling, education, and individual and group activities. VHB, which uses a patient centered medical home model, builds off of prior collaborative activities between these communities and the Mecklenburg County Health Department, including the community health ambassador lay-advisor program.

Results indicated that all performance targets were exceeded, where:

1. Seven (7) African American/Hispanic faith-based partnering organizations established health and wellness centers;
2. Customer service satisfaction rating reached 93% (as of June 7, 2013);
3. Outreach activities reach over 10,000 people.

Specifically, from July 2012 through June 2013, a total of 122 different outreach activities were conducted with a collaborative group of partners. Weight loss across the six distinct faith-based organization teams participating in the VHB demonstration pilot ranged from 10 pounds to 61 pounds (median weight loss: 27 pounds). Teams also demonstrated improved blood pressures and lipid cholesterol profiles.

Over 98% agreed or strongly agreed that the quality of the information, the service, and treatment and courtesy received were excellent or exceeded expectations as a result of the VHB pilot demonstration. The same was true for clarity of communication.

In conclusion, work supporting this initiative has made progress in increasing awareness, improving health behaviors, improving health outcomes, and increasing environmental change through the development of health and wellness centers. Continued efforts may help to improve and prevent heart disease and its associated risk factors in broader areas of the targeted communities.



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# Planting Seeds OF WELLNESS

Community  
Faith  
Prevention  
Education  
Family



## PREVENTION & WELLNESS PERFORMANCE AREA

**CHRONIC DISEASE FOCUS: HEART PREVENTION**

**2013 Annual Report & Project Summary**



Project Start Date: FY July 2012 Project End Date: FY June 2013 Project  
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